

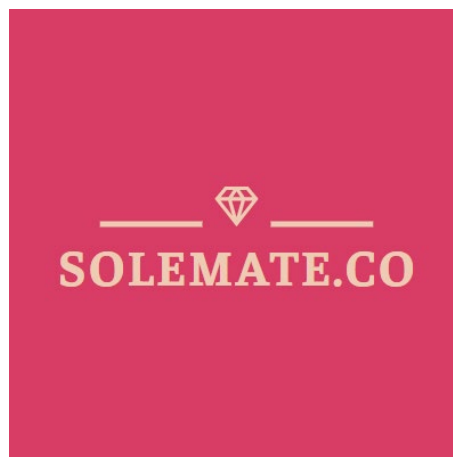


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UNIVERSITI  
TEKNOLOGI  
MARA

***ENT300***

***FUNDAMENTALS OF ENTREPRENEURSHIP***

**BUSINESS MODEL CANVAS (BMC)**



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## **1.0 VALUE PROPOSITION**

The value proposition describes the value that we deliver to each customer segment. What problems do we solve for each customer segment? What needs do we satisfy? The Value Proposition answers the question, “why will customers buy from us?”.

### *Lightweight breathable shoes, pain-free high heels*

- Align with our main concept which is ‘comfort and trendy’, we offer various kinds of shoes that have important elements such as lightweight and breathable to bring comfort for our user. As our target market is career women, our high heels are suitable for everyday use at work and won’t cause pain if wear for a long period of time thanks to the high technology used.

### *Last longer, save consumer money*

- We can guarantee the durability of the shoes where it will last longer because premium quality of material was used in the process of shoemaking. Thus, it is worth the money to buy our shoes as they will be satisfied due to our product quality are ensured as we priorities quality check before it reaches our customer. Therefore, indirectly it saves the consumer money without having to buy new shoes too often.

### *User friendly website for first timer*

- Solemate.co create a user-friendly website for customers to browse and purchase our shoes with just few steps. The website is easily to use especially for those who are a first timer in purchasing online. We make sure our online customer service is always available to reply to any inquiries regarding size, colour, or the availability of stocks.

### *Offer both comfort and up-to-date styles*

- Not so many shoe brands in Malaysia that produce shoes focusing on this both concept as we already saw in the market only focus on one element only. Solemate.co serve the best shoes that is not only comfortable to wear but also followed the latest fashion trend. Therefore, both old and young woman still can be trendy and stylish with our collections.

## **2.0 CUSTOMER SEGMENTS**

In customer segments is where we want to target our products to achieve our business objectives. There are several target markets that we highlight that has the core reason on why they should choose our shoes.

- ✓ Career woman aged between 24-45  
We target career woman as we designed shoes suitable for office wear such as pump heels that can also be worn in any occasions. Age 24-45 is the age where most woman still choose heels over any other type of shoes and has great sense of fashion taste.
- ✓ People in cities  
Our outlet store is located in big cities so we target the nearest potential buyer are people who live in cities. Employed women in cities are most likely to be our customer. However, other target market outside the area also considered as potential buyer through our online website.
- ✓ Tech-savvy generation  
Due to rapid technological change, which requires rapid evolution in the way we attract and retain customers and inspire advocates. So, we tend to segment our customer who are the millennials, tech-savvy people as we are in the new era of modern technology. Whereby almost all people have smartphones that can access everything with just one click everywhere and anytime.
- ✓ Value quality over price  
We target people who value quality over price in buying the shoes. Pricing is important, but in the long-term, its quality that ensures customers to stay loyal to the brand. It's important to set prices competitively matching with the quality offered. That's why quality is more important because if we establish the confidence of customers in our product, we will win their loyalty.